INTERNATIONAL SEMINAR
11-13 May, 2023 - Reception and Conference Center, Rabat, MOROCCO

Innovative road operation concepts, for safe and sustainable mobility

ORGANIZED BY
1. THE PIARC PROGRAM AND INTERNATIONAL SEMINARS

PIARC (the World Road Association) is a non-political, non-profit organization whose mission includes the organization of forums, the dissemination of best practice and the promotion of efficient tools for road and road transport decision support.

As part of its work, and since 1999, the Association has been organizing a program of international seminars that strengthens its presence in the world, its consideration of the needs of developing countries and countries in transition, and makes the results of the Association’s work more widely known in these countries.

2. TECHNICAL COMMITTEE 2.4 ROAD NETWORK OPERATIONS / INTELLIGENT TRANSPORT SYSTEMS

The capacity of the road network is not fully utilized, as traffic demand is concentrated on only small sections of the road network. Technical Committee 2.4 “Road Network Operations and Intelligent Transport Systems” focuses on how new mobilities, new technologies and digitalization are integrated into the operation of the road network. This TC studies the concept of mobility as a service (MaaS). It will also update the manual on Road Network Operations and Intelligent Transport Systems (RNO / ITS).

Issues:

• 2.4.1 Opportunities offered by new forms of mobility in the operation of road networks
• 2.4.2 Optimizing road operations and performance through new technologies and digitalization
• 2.4.3 Sharing Road Network Operations and ITS Knowledge through a Dedicated Online PIARC Resource

3. OBJECTIVES OF THE SEMINAR

Innovative concepts of operation, also called ITS, are taking place in a global context of road traffic congestion on the one hand and the development of new information technologies on the other. Therefore, these could provide important tools to help tackle new challenges imposed by public transport policies, and which can be summarized in “an efficient, clean and safe transport”, indeed, these innovative concepts:

- Contribute to increased transportation efficiency. Real-time traffic and travel information improves transportation management and facilitates the interaction between modes, thereby encouraging intermodality;
- Play a key role in the greening of transportation by introducing the concept of environmentally friendly "green transportation corridors";
- Road safety and security applications can save lives. Driver assistance and other safety, navigation, tracking and tracing devices all play a role in promoting transportation safety.

This seminar is intended to promote discussion and provide insight into global initiatives regarding the advancement of road network operations through new concepts including ITS.
The seminar will be held at the Reception and Conference Center in Rabat, Morocco from May 11 to 13, 2023.

Rabat: The administrative capital of the Kingdom of Morocco, is a coastal city, located on the Atlantic coast and on the left bank south of the mouth of the river Bouregreg, opposite the city of Salé.

It’s pleasant climate all year round, its privileged location on the edge of the Atlantic and its exceptionally rich history make Rabat a leading tourist destination.

It benefits from a unique historical heritage, reflecting the diversity of heritages that have shaped the two banks of the Bouregreg over the centuries.

4. WHO SHOULD PARTICIPATE IN THE SEMINAR?

The international seminar “Innovative Road Operation Concepts, for Safe and Sustainable Mobility” is intended for road administrations, private sector technical and technological service providers, road, highway and transport managers, transport operators, road traffic and road safety managers, consultants, road network administrators, local and international academics, researchers and students, world experts in other fields of experience related to the above mentioned topics.

5. GENERAL INFORMATION AND LOCATION OF THE SEMINAR

The seminar will be held at the Reception and Conference Center in Rabat, Morocco from May 11 to 13, 2023.

The seminar will be divided into several sessions and will integrate several themes included in the preliminary program. The sessions will be organized along the first two days of the seminar. Each session will include several presentations by members of the technical committee and also by experts from Morocco and other countries around the world. Two round tables are also planned. A tour will be scheduled on the third day.

6. AGENDA AND LANGUAGES OF THE SEMINAR

Languages of the Congress

The languages used in the seminar will be English and French with simultaneous translation.
RABAT

INTERNATIONAL SEMINAR

Innovative road operation concepts, for safe and sustainable mobility

11-13 May, 2023
Reception and Conference Center, Rabat, MOROCCO

PIARC-MEE-PMARC
The seminar will be organized according to the following program:

<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday, May 11, 2023</th>
<th>Friday, May 12, 2023</th>
<th>Saturday, May 13, 2023</th>
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<tbody>
<tr>
<td>9:00 AM</td>
<td>OPENING</td>
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<td>9:30 AM</td>
<td>SESSION 1</td>
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<td>11:00 AM</td>
<td>COFFEE BREAK</td>
<td>COFFEE BREAK</td>
<td>TECHNICAL VISIT</td>
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<td>11:30 AM</td>
<td>SESSION 2</td>
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<td>Road network operations</td>
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<td>3:00 PM</td>
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<td>The role of data in</td>
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<td>COFFEE BREAK</td>
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<td>4:30 PM</td>
<td>ROUND TABLE 1</td>
<td>ROUND TABLE 2</td>
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<td>Challenges and</td>
<td>Actions to improve</td>
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<td>8:00 PM</td>
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<td>GALA DINNER</td>
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### INTERNATIONAL SEMINAR

**Innovative road operation concepts, for safe and sustainable mobility**

**Rabat**

**11-13 May, 2023**

**THURSDAY, MAY 11, 2023**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:30 - 9:00 AM</td>
<td>Welcoming and Registration of Participants</td>
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</tbody>
</table>
| 9:00 - 9:30 AM | **Inaugural session**  
Nizar Baraka  
Minister of Equipment and Water, Honorary President of the AMPCR - Morocco  
Nazir Alli  
President of PIARC - South Africa  
Valentina Galasso  
Director at Deloitte Consulting & Chair of TC 2.4 - Italy |
| 9:30 AM - 11:00 AM | **SESSION 1**  
Examples of road operations and innovative ITS systems in Morocco and around the world  
Nabil Benazzouz  
FMCI Chairman and Director of IDAFA - Morocco  
Loubna BOUTALEB  
Director of the Rabat Region Mobility Company (RRM) - Morocco  
Sylvain Belloche  
WG Leader of TC 2.4 - France  
Mohamed Zmerli  
Service Head - Ministry of Equipment and Housing & member TC 2.4 - Tunisia  
Sikkal Omar  
Director of ADM PROJET - Morocco |
| 11:00 - 11:30 AM | Tea / Coffee break                                                      |
| 11:30 AM - 1:00 PM | **SESSION 2**  
Road network operations and infrastructure resilience  
Valentina Galasso  
Director at Deloitte Consulting & Chair of TC 2.4 - Italy  
Abdelkebir El Alouaoui  
Director of Road Works and Operation - Morocco  
Clarissa Han  
Chief Technology Leader, Network Sustainability and Resilience at NTRO & WG Leader of TC 2.4 - Australia  
Gail Bester  
Project Manager at SANRAL & Member of TC 2.4 - South Africa  
Ennedam Nora  
Head of Sustainable Development and Corporate Social Responsibility - ADM - Morocco  
Horizon Omar  
Director of ADM PROJET - Morocco |
| 1:00 - 2:30 PM | Lunch                                                                   |
| 2:30 PM - 4:15 PM | **SESSION 3**  
The role of data in safe and sustainable road operations  
Bennacer Boulaasjouli  
Director of NARSA - Morocco  
Hicham Diouri  
Head of the Road Safety Monitoring and Expertise Division - NARSA - Morocco  
Martin Margreiter  
Head of Research Group Automated Traffic at TUM / Partner at Mobility Partners & member of TC 2.4 - Germany  
Boukhris Sabri  
Project Manager Sterela - Expert in Road Traffic and WIM Systems - Tunisia  
Mouna JIBER  
Head of Department at the Ministry of Equipment and Water - Morocco  
Bensaid Mohammed Taha / Elmoukni Abdesslam  
Head of Pavement Maintenance/Head of Maintenance Planning and Management - ADM - Morocco  
Q & A |
| 4:15 - 4:30 PM | Tea / Coffee break                                                      |
# INTERNATIONAL SEMINAR

**Innovative road operation concepts, for safe and sustainable mobility**

**Rabat**

11-13 May, 2023

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## THURSDAY, MAY 11, 2023

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>4:30 PM</td>
<td><strong>ROUND TABLE 1</strong>&lt;br&gt;Challenges and Opportunities for Low and Middle Income Countries LMIC for innovation in safe and sustainable infrastructure</td>
</tr>
<tr>
<td>4:30 PM</td>
<td><strong>Mohamed Quachar</strong>&lt;br&gt;Director of Studies, Development and Road Research - Morocco</td>
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<tr>
<td>4:30 PM</td>
<td><strong>Mohamed Zmerli</strong>&lt;br&gt;Service Head- Ministry of Equipment and Housing &amp; member TC 2.4 - Morocco</td>
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<tr>
<td>4:30 PM</td>
<td><strong>Valentina Galasso</strong>&lt;br&gt;Director at Deloitte Consulting &amp; Chair of TC 2.4 - Italy</td>
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<tr>
<td>4:30 PM</td>
<td><strong>Chouh Mohamad</strong>&lt;br&gt;Director of Development - ADM - Morocco</td>
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## FRIDAY, MAY 12, 2023

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:30 AM</td>
<td><strong>SESSION 4</strong>&lt;br&gt;The role of road operators in the development of MaaS</td>
</tr>
<tr>
<td>9:35 AM</td>
<td><strong>SILA/ Smart Mobility Ecosystem, including the SaaS solution for multimodal transport</strong>&lt;br&gt;Nabil Moussaria&lt;br&gt;Director of the Strategy and Development Department of GeoMap - Morocco</td>
</tr>
<tr>
<td>9:50 AM</td>
<td><strong>UK FutureTransport Zones and MaaS solutions</strong>&lt;br&gt;James Elliott&lt;br&gt;English Secretary of TC 2.4 - UK</td>
</tr>
<tr>
<td>10:05 AM</td>
<td><strong>General thoughts on MaaS inspired by Canada-Quebec case studies</strong>&lt;br&gt;Yan St-Yves&lt;br&gt;Director of scientifical equipment and ITS - Infrastructure &amp; WG Leader of TC 2.4 - Canada Quebec</td>
</tr>
<tr>
<td>10:20 AM</td>
<td><strong>Presentation of the National Mobility Study</strong>&lt;br&gt;Taib BENSSIED&lt;br&gt;Director of the Transportation Department - CID - Morocco</td>
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<tr>
<td>11:30 AM</td>
<td><strong>SESSION 5</strong>&lt;br&gt;Delivering safer, more sustainable roads through smart infrastructure</td>
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<tr>
<td>11:35 AM</td>
<td><strong>Introduction &amp; moderation</strong>&lt;br&gt;Valentina Galasso&lt;br&gt;Director at Deloitte Consulting &amp; Chair of TC 2.4 - Italy</td>
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<td>11:50 AM</td>
<td><strong>Green Strategy for Norway</strong>&lt;br&gt;Mounia ESSEKELLI&lt;br&gt;Mobility Expert - Morocco</td>
</tr>
<tr>
<td>12:05 PM</td>
<td><strong>Smart Roads of Italy - Develop safer roads and smart infrastructure</strong>&lt;br&gt;Luigi Carrarini&lt;br&gt;Head of Centre of Excellence for Smart Road and Structure Health Monitoring at ANAS &amp; Member of TC 2.4 - Italy</td>
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<tr>
<td>12:20 PM</td>
<td><strong>Fifth Generation Roads: Smart Road</strong>&lt;br&gt;Bouchaib SAFIR&lt;br&gt;President of AMR - Morocco</td>
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<tr>
<td>12:55 PM</td>
<td><strong>Q &amp; A</strong>&lt;br&gt;Session conclusions from the chair of the Session</td>
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<tr>
<td>3:00 PM</td>
<td><strong>SESSION 6</strong>&lt;br&gt;The role of Big Data to improve road network operations and user mobility</td>
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<tr>
<td>3:05 PM</td>
<td><strong>Use of Big Data in the development of AI models for vehicle classification and route reconstruction</strong>&lt;br&gt;Ouahmane Rachid&lt;br&gt;Head of Toll Digitalization and Traffic Info Management ADM - Morocco</td>
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<tr>
<td>3:20 PM</td>
<td><strong>ITS experience from USA</strong>&lt;br&gt;Galen Mc Gill&lt;br&gt;WG Leader of TC 2.4 - USA</td>
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<td>3:35 PM</td>
<td><strong>ANAS Digital Mobility Lab: Innovation and new technologies to improve RNO</strong>&lt;br&gt;Daniela De Nigris&lt;br&gt;Head of Digital Mobility Lab at ANAS &amp; member of TC 2.4 - Italy</td>
</tr>
<tr>
<td>3:50 PM</td>
<td><strong>The modernization of transport infrastructure based on the IoT (Internet of Things), Deployment to manage variable demand and various field environment conditions</strong>&lt;br&gt;Mohamed El Saadani&lt;br&gt;PE Infinidium &amp; Traffic Technology Director - USA</td>
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<tr>
<td>4:05 PM</td>
<td><strong>Q &amp; A</strong>&lt;br&gt;Session conclusions from James Elliott as Chair of the Session</td>
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<tr>
<td>4:30 PM</td>
<td><strong>Tea / Coffee break</strong>&lt;br&gt;Session conclusions from the chair of the round table</td>
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**INTERNATIONAL SEMINAR**

Innovative road operation concepts, for safe and sustainable mobility

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**FRIDAY, MAY 12, 2023**

| 5:00 - 6:00 PM | ROUND TABLE 2  
Actions to improve the safe and sustainable operation of the road network |
|----------------|---------------------------------------------------------|
| 5:00 PM - 6:00 PM | Introduction & moderation  
El Ouard Ahmed  
Consultant - Morocco |
| 5:00 PM - 6:00 PM | Anouar Benazzouz  
General Manager of the National Company of Motorways of Morocco - ADM |
| 5:00 PM - 6:00 PM | Abdelkebir El Alouaoui  
Director of Road Works and Operation - Morocco |
| 5:00 PM - 6:00 PM | Bennacer Boulaajoul  
Director of NARSA - Morocco |
| 5:00 PM - 6:00 PM | Arve Kirkevold  
Member of TC 2.4 - Norway |
| 5:00 PM - 6:00 PM | Mohamed El Saadani  
PE Infinidium & Traffic Technology Director - USA |

**Closing**

| 6:00 - 6:30 PM |  
Session conclusions from the chair of the round table |
|----------------|--------------------------------------------------|
| 6:00 PM - 6:10 PM | Closing speech from Morocco  
Abdellah ISMAILI  
The first delegate of AMPCR - Morocco |
| 6:10 PM - 6:20 PM | Conclusion from Morocco  
Soumia Jannan  
Member of TC 2.4 - Morocco |
| 6:20 PM - 6:30 PM | Conclusions from TC2.4 chair  
Valentina Galasso  
Director at Deloitte Consulting & Chair of TC 2.4 - Italy |

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**SATURDAY, MAY 13, 2023**

| 9:00 AM - 2:00 PM | TECHNICAL VISIT |
8. ORGANIZING COMMITTEE

TECHNICAL COMMITTEE 2.4
- Valentina Galasso (Italy)
  The chair of TC 2.4
- James Elliott (United Kingdom)
  The English Secretary of TC 2.4
- Kaouther Machta (Tunisia)
  The French Secretary of TC 2.4
- Soumia Jannan (Morocco)
  Moroccan delegate of TC 2.4
- Sylvain Belloche (France)
  French delegate of TC 2.4

GENERAL SECRETARIAT
- Miguel Caso Flórez (Spain)
  PIARC Technical Director
- Jeayoun Kim (South Korea)
  PIARC Technical Advisor

MINISTRY OF EQUIPMENT AND WATER / THE PERMANENT MOROCCAN ASSOCIATION OF ROAD CONGRESSES
- Khalid Abdellaoui (Morocco)
  Deputy Director of Roads
- Abdelkebir El Alouaoui (Morocco)
  Director of Works and Road Operations
- Said El Karkouri (Morocco)
  Director of the National Center of Road Studies and Research, PMARC Secretary
- Omar Essekeli (Morocco)
  Head of the Road Works and Maintenance Division, Member of the executive office of PMARC
- Larbi Fahim (Morocco)
  Head of the Financial and Administrative Affairs Division, PMARC Treasurer
- Mohamed Hamdi (Morocco)
  Head of Road Viability and Operations Division
- Samira Haddi (Morocco)
  Head of the Communication and Information Management Division
- Houda Taibi (Morocco)
  Chief of the Road Technical Organization and Standardization Service
- Brahim Besbas (Morocco)
  PMARC Secretariat
9. REGISTRATION FEES

The registration fees to attend the different activities of the Seminar are listed below:

- Moroccan participants: 2 000 Dh /person.
- Participants from low and middle income countries: 200 € /person.
- Participants from other countries: 350 € /person.

The registration fee covers participation in the Seminar, coffee breaks and lunches during the three days. They do not cover accommodation and transportation costs.

The number of places is limited. The organizing committee may refuse applications when the limited number of places is reached.

10. GALA DINNER

A sumptuous gala dinner will be held in conjunction with the seminar and will provide an excellent networking opportunity.

- Moroccan guests: 600 Dh /person.
- Guests from low and middle income countries: 60 € /person.
- Guests from other countries: 100 € /person.

The gala dinner will take place on May 12 at 8 p.m. at the Reception and Conference Center in Rabat.

11. PAYMENT TERMS

Payment of registration fees can be made by bank transfer to the AMPCR account or by cheque made out to AMPCR.

The supporting documents for the transfer or the cheque for payment should be sent to the AMPCR Secretariat.

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<td>• BIC / SWIFT :</td>
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<td>• IBAN :</td>
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For more information please contact:

AMPCR Secretariat
National Center of Road Studies and Research
B.P 6219 Rabat- Instituts, Hay Riad Rabat Maroc
Tel.: +212 (0) 6 56 69 95 15/16 Fax: +212 (0) 5 37 71 44 48
E-mail: ampcr2022@gmail.com
Website: www.ampcr.ma
If you are interested in participating in the PIARC International Seminar on Innovative Road Operation Concepts, for Safe and Sustainable Mobility, please fill in the form below and send it by mail or fax to:

AMPCR Secretariat
National Center of Road Studies and Research
B.P 6219 Rabat- Instituts, Hay Riad Rabat Maroc
Tel.: +212 (0) 6 56 69 95 15/16 Fax: +212 (0) 5 37 71 44 48
E-mail: ampcr2022@gmail.com

Last name: .......................................................... First name: ..........................................................  
Title: ..................................................................................................................................................  
Organization: .............................................................................. Country: ..........................  
Address: ...........................................................................................................................................  
City : ............................................................. Phone : .......................................................  
E-mail : ......................................................... Fax : ..........................................................  

I enclose with this form a proof of bank transfer or a cheque made out to AMPCR for an amount of ...................................... Dh corresponding to the registration fees:

☐ Work of the seminar.
☐ Gala dinner.

Date and signature
## GENERAL INFORMATION

### EVENT LOCATION

The seminar will be held at the Reception and Conference Center in Rabat, located at Avenue Essanaoubar in Hay Riad, Rabat.

### CLIMATE

The weather in Rabat is very pleasant in May. One can expect temperatures between 18 and 24°C, which offers the opportunity to have an excellent stay.

### ACCOMMODATION

The list of hotels mentioned in the following page, offer a preferential price to seminar participants.

To take advantage of the preferential prices, you need to communicate the following code **CAC MAROC** when booking, preferably by email or by phone.

### CONDITIONS OF ENTRANCE TO THE MOROCCAN TERRITORY

Following the decision of the Moroccan authorities, the passenger’s health card is no longer required for entry into Moroccan territory.

### VISA PROCEDURE

The Kingdom of Morocco has set up a procedure for granting an electronic visa “eVisa” via the platform [www.acces-maroc.ma](http://www.acces-maroc.ma), to foreign nationals that require this.

To check your eligibility for a visa to enter Morocco, please visit [https://www.acces-maroc.ma/](https://www.acces-maroc.ma/).

The organizing committee is willing to provide an invitation letter if needed to all participants. Please feel free to request it by email from the AMPCR secretariat at the following address: ampcr2022@gmail.com.

### TRAVEL AND TRANSPORTATION

The city of Rabat is served by several means of transportation:

- **Plane** through the airport Rabat-Salé: the transfer from the airport to the city center is provided by taxis 24/7 and a bus that connects the airport to downtown.
  
  Participants can also go through Casablanca airport, which is served by a fast train at terminal 1, connecting it to the capital Rabat. A change of train is usually made at the Casa Port station or at the Casa Ain Sbaa station.

- **Train** through two ONCF railway stations in the city: Rabat city and Rabat Agdal. They allow the connection to the airport Mohammed 5 of Casablanca.
  
  Tickets can be booked online at: [https://www.oncf-voyages.ma/](https://www.oncf-voyages.ma/).

Transportation within Rabat is provided by streetcar, bus and cab at affordable prices.

To get to the Welcome and Conference Center in Hay Ryad in Rabat, participants can take a taxi, a bus (line 6) or a streetcar (line 1 to Madinat Al Irfane) and then take a taxi.

For more information on the streetcar lines, visit: [https://www.tram-way.ma/](https://www.tram-way.ma/).

For more information on buses in Rabat, visit: [https://www.alsacitybusrst.ma/](https://www.alsacitybusrst.ma/).
14. ACCOMMODATION

SOFITEL RABAT JARDIN DES ROSES 5*
Contact: Mme Naoual ZIROILI +212 (0) 6 14 99 99 08
E-mail: naoual.ziroili@sofitel.accor.com
Website: all.accor.com/fr/city/hotels-rabat-v4871.shtml

RABAT 5*
Contact: Mme Meryem BEN MARZOUK +212 (0) 6 19 37 96 32
E-mail: commercial@hotelrabat.ma
Website: www.hotelrabat.ma

THE VIEW 5*
Contact: M. El Mehdi KHALDI +212 (0) 6 42 36 65 88
E-mail: sales2@theviewhotels.com
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BÉLÈRE 4*
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